Data and Privacy File Guides

Apple Media Products: TV App with Channel Support Click Activity

December 2022

File name

TV App with Channel Support Click Activity.csv

File description

This file contains information related to the user's interaction with the Apple TV app.

Why Apple keeps this information

Apple retains this information in order to understand user behavior and preferences, measure feature performance, and improve software design.

Field Name	Details
Action Context	Context surrounding the action
Action Detail	The specific item on which the user action was taken
Action Type	The action's intended effect
Action URL	The internet address associated with the link on which the user took action
Adjusted Event Time	Event time adjusted to compensate for differences with device clock
Amount Paid	Total amount paid during purchase, including tax
Analytics App Version	The version of the Apple TV app in which the user action was taken
Analytics Browser Name	The browser used for the Apple TV app from which an action was completed
Analytics Hardware Brand	The brand of the device used
Analytics Hardware Category	The category of device from which the user action was taken (Mobile, Desktop, TV, or Other)
Analytics Hardware Family	The device family name assigned by the vendor
Analytics Hardware Model	The device model assigned by the vendor
Analytics Major OS Version	The major operating system version used to complete the action on the user's device
Analytics Minor OS Version	The minor operating system version used to complete the action on the user's device
Analytics Operating System	Operating system on the user's device used to complete the action
Analytics Operating System Version	Version of the operating system on the user's device used to complete the action
Analytics OS Build Number	The build number of operating system on the user's device

Field Name	Details
Analytics Product Name	Name of the product
Analytics Shelf Type	The types of algorithms applied on different shelves of the Apple TV app for better connect discovery
Analytics TV Provider ID	Identifier for the 3rd party (non-Apple) devices
App Name	The Apple application in which the user took action
App Open Flag	An indicator of the action taken by the user (e.g., played a welcome video, added a movie/show to "Up Next", interacted with a marketing campaign)
App Version	The version of the Apple application in which the user took action
Apple ID Number	Apple account identifying number
Authorization ID	The authorization identifier for the user's purchase
Badges	A list of symbols that appear within the content (e.g. "new, "live", score, etc.)
Bundle Type	The bundle offer being presented
Campaign Group	Identifies a marketing group associated with a click
Campaign Token	Identifies a marketing campaign associated with a click
Category ID	Identifier for the category of shelf the content was played from
Channel Partner	The Partner through which TV subscription was obtained
Channel Partner ID	Identifier of the Partner through which TV subscription was obtained
Channel Partner Type	The partner channel type ID (e.g., EXISTING_APPLE_MUSIC, PHONE_CARRIER)
Channel Product Code	The channel product code (e.g., ATT:Music)
Channel Service	The channel partner service through which subscription was obtained
Click Target	Identifying number for the content on which the user clicked
Click Target Type	The type of item clicked by the user (e.g., button, card, etc.)
Client Event ID	The identifier for the client generated event
Client ID	A randomly generated device identifier (unique for each device), which expires every 6 months
Commerce Flow	Commerce server enumerated value for the step in the flow that a user is on (e.g., add_funds)
Commerce Flow Type	Commerce server enumerated value for the type of flow the user is going through (e.g., content_purchase)
Consent Type	Type of consent offered to the customer

Field Name	Details
Consented TV Provider	The content provider for which the user provided Video Privacy Protection Act consent to share data with the TV App
Content Available	Whether the TV content is available for viewing right now or will be coming soon
Content Provider Brand ID	Identifying number of the content provider for the user's non-Library content
Content Reference ID	The content reference from Apple's Media Catalog
Content Type	The type of content
Correlation ID	Identifier to associate commerce interactions
Country Code	The user's country code
Currency	Currency of the subscription transaction
Current Playing ID	Identifier of the content that is currently playing
Delegate App Name	The name of the App to which the control is passed (e.g., Desktop TV app)
Destination URL	The link used by the active application to link out to another application
Device Keyboard Language	The keyboard language for the user's device
Dialog ID	A unique identifier for dialog event
Dialog Message	Non-localized message identifier of the dialog (if available, otherwise the localized message)
Dialog Options	List of non-localized controls (i.e., buttons) from which the user can choose
Dialog Result	Whether the dialog has returned a successful value (success), the user clicked "cancel" (failure), or there otherwise is no definitive result (unknown)
Dialog Subject ID	Identifier of the dialog's subject
Dialog Title	Non-localized dialog title
Dialog Type	Type of dialog
Display Type	The display type on the Apple TV app
Event Date Time	Date and time on which the activity occurred
Event Post Date time	Date and time on which the event posted to Apple's servers
Event Type	The user action taken on an app (e.g., click, search, enter, exit, etc.)
Event Version	The schema version for the action taken by the user
Exchange Rate	Exchange rate used to convert the user's purchase to USD

Field Name	Details
Ext App ID	The external application ID
External Referral URL	The internet address of the web browser page from which the user was linked into the application
Feature Title	Identifying number of the user's non-Library content
Free Trial	Whether the user is on a free trial subscription
Hardware Brand	The brand of the device used
Hardware Category	The category of device from which the user action was taken (Mobile, Desktop, TV, or Other)
Hardware Family	The device family name assigned by the vendor
Hardware Model	The device model assigned by the vendor
Host App Name	The app from which the Apple Media Property functionality was used
Host App Version	The version number of the app from which the Apple Media Property functionality is used
ID Type	Type of ID (e.g., event, content, etc)
Impressions	Impression array includes (e.g., the content shown to the user, location of impression, parent impression, timestamp, type of content impressed, type of impression flavors, VSR id)
IP City	The city from which the user action occurred, as derived from the user's IP address
IP Country	The country from which the user action occurred, as derived from the user's IP address
IP Network	The user's internet service provider, as determined from the user's IP address
IP Network Type	The type of the user's network, as determined by the user's IP address
IP Region	The user's region, as determined from the user's IP address
Is Signed In	User has been authenticated
Local Date	Localized date
Local Timestamp	Localized date and time
Location Consent	Whether the user has consented to sharing their location
Locations	The user's location for postings the user made
Marketing Agency	The name of the marketing agency providing the media
Marketing Agency ID	Identifier for the marketing agency providing the media
Masked IP	A de-resolutioned version of the user's IP address

Field Name	Details
Media Content Name	The name of the TV show episode or movie
Media Play Position	Position within the played media when this action began, in milliseconds
Message Code	The numeric or unlocalized string value that maps to the message
MetricsKit Version	The version number of the metricsKit
MVPD Active Months	The number of months since the Multichannel Video Programming Distributor was activated
MVPD Partner	When applicable, the name of the Multichannel Video Programming Distributor that set up the user's Apple TV device
Network Connection Type	The type of network connection
New Subscription State	Subscription state of new subscription purchased
Non Consented TV Provider	The content provider for which the user declined to give Video Privacy Protection Act consent
Offer Duration	The duration of the media offer
Offer Placement	The placement of the media offer within the application
Offer Placement Type	The type of placement associated with the offer (e.g., buy_flow, Inline, contexual, other)
Offer Scenario Type	The type of scenario associated to the offer (e.g., priceReduction, savings, suggestion, betterValue....etc)
Offer Source	The source from which the offer was presented
Offer Type	The type of the offer that was presented to the user
Offer Variant	The variant of the offer (e.g., generic or contextual)
Operating System	Operating system used to complete the action
Operating System Version	Version of the operating system used to complete the action
Opted-in for Personalization	Whether the user's Video Privacy Protection Act consent is current or requires attention, and the consent's current state
OS Build Number	The build number of operating system on the user's device
OS Language	Language of the operating system used to complete the action
Page	The page from which the user action was taken
Page Buttons	Buttons on pages including buy parameters, offer eligibility type, content entitlement and flag audit content
Page Context	The context within which a page is viewed (e.g., WatchNow, Library, Originals)
Page Details	The user-readable details describing page

Field Name	Details
Page History	The last five pages the user visited within the TV App
Page ID	The page on which the user action was completed
Page Type	Describes the type of page on which the user action was completed
Page URL	The internet address of the page on which the user action was completed
Page Variant ID	Internal identifier for the individual product page variant
Previous Subscription Adam Name	The name of the subscription
Previous Subscription App Adam ID	The name of the application the subscription was selected
Previous Subscription Bonus Period ID	Identifier of the subscription bonus period
Previous Subscription Bonus Period In Hours	The subscription bonus period, in hours
Previous Subscription Currency Code	Currency code associated with the subscription
Previous Subscription Expiration Date	The date and time the subscription is set to expire
Previous Subscription Free Trial Period Hours	The subscription free trial period, in hours
Previous Subscription Free Trial Period ID	Identifier of the subscription free trial period
Previous Subscription Grace Expiry Date	The subscription grace period expiration date
Previous Subscription ID	Identifier of the subscription purchased
Previous Subscription Line Item ID	Identifier of the subscription line item
Previous Subscription Offer ID	Identifier of the subscription offer
Previous Subscription Offer Period ID	Identifier of the subscription offer period
Previous Subscription Offer Period In Hours	The subscription offer period, in hours
Previous Subscription Period ID	Identifier of the subscription period
Previous Subscription Period In Hours	The number of hours associated to the subscription
Previous Subscription Price	The price of the subscription in the applicable, as a decimal number (e.g. 9.99)
Previous Subscription Purchase ID	Identifier of the subscription purchased
Previous Subscription Purchase Status	The status of the subscription purchased in the subscription lifecycle
Previous Subscription Start Date	The start date of the subscription

Field Name	Details
Price Type	The purchase price type for the subscription
Purchase Items	The detail of all the purchase line items in the current session
Purchased Content Type ID	Content type identifier associated with the subscription content
Purchased Item Adam Name	The name of the purchased item
Purchased Item Amount	Amount paid for purchased item
Purchased Item App Adam ID	The name of the application used to purchase the item
Purchased Item Content Type	Type of content purchased
Purchased Item Genre	Genre of content purchased
Purchased Item Price	Price of item purchased
Purchased Item Trust Score	Trust score of the line item purchased associated with the subscription content
Purchased Item Type ID	Line item type identifier associated with the subscription content
Purchased Product Type ID	Product type identifier for item purchased
Receipt Time	The time the event was received
Recommended Content ID	Identifier of the recommended content
Referral App Name	Name of the referring application that caused the active application to launch
Reoffer Variant	Whether the user was reprompted the upsell
Response Context	Context surrounding the response (e.g., add vs continue watching vs transaction)
Result Error Key	The errorkey value of the purchase
Result Type	Whether the purchase event is successful or failed
Revision Number	The HTML resources revision number
Root ID	The original root tab ID
Screen Height Pixel	Device screen height, in pixels
Screen Pixel Ratio	Pixel multiplier factor (e.g., 1, 2)
Screen Width Pixel	Device screen width, in pixels
Search Term	The term used to generate search results, as it appears on the search results page
Search Term ID	The identifier of term used to generate the search results
Sensitive Content Type	The category of sensitive content to which the content belongs, if applicable

Field Name	Details
Service ID	The TV service ID (e.g., HBO West)
Shared Activity	Whether the user in a shared media session after receiving the invite to co-listen/co-watch
Shared Activity Devices	The number of devices that are connected to the Shared Play at the time the data is collected
Shared Activity Max Devices	The maximum number of devices that connected to the Shared Play
Shared Content	Whether the content is shared
Start Type	The start type event associated to the content
Store Front Header	The value indicating which regionalized store was shown to the user
Store Front Name	The country store front in which the user's action occurred
Subject ID	Identifier of the subject type for the dialog
Subject Value	The subject value of the dialog
Subscribed TV Provider	The TV App brands to which the user has subscribed on their device
Subscription Adam Name	The name of the subscription
Subscription App Name	The application the subscription was purchased
Subscription Bonus Period ID	Identifier of the subscription bonus period
Subscription Bonus Period in Hours	The subscription bonus period, in hours
Subscription Currency Code	Currency code associated with the subscription
Subscription Event Type	Identifier of the type of event dialog the user received
Subscription Expiration Date	The date and time the subscription is set to expire
Subscription Free Trial Period Hours	The subscription free trial period, in hours
Subscription Free Trial Period ID	Identifier of the subscription free trial period
Subscription Grace Expiry Date	The subscription grace period expiration date
Subscription ID	Identifier of the subscription purchased
Subscription Identifier	The subscription SKU used to enable content
Subscription Line Item ID	Identifier of the line items purchased as part of the the subscription
Subscription Offer ID	Identifier of the subscription offer
Subscription Offer Period ID	Identifier of the subscription offer period

Field Name	Details
Subscription Offer Period in Hours	The subscription offer period, in hours
Subscription Period ID	Identifier of the subscription period
Subscription Period In Hours	The number of hours associated to the subscription
Subscription Price	The price of the subscription in the applicable, as a decimal number (e.g. 9.99)
Subscription Price Paid	Total price of the subscription in in the applicable, as a decimal number (e.g. 9.99)
Subscription Product ID	Identifier of subscription product that entitled the user to playback the video content
Subscription Purchase ID	Identifier of the entire transaction associated with the subscription purchase
Subscription Purchase Status	The status of the subscription purchased in the subscription lifecycle
Subscription Start Date	The start date of the subscription
Subscription State	The state of the subscription (e.g, SubEnding, FreePeriodEnding, FreePeriod, Trial, WinBack, Subscribed)
Test Eligibility	Whether the user qualifies for multivariate testing
Test Eligibility IDs	A collection of indicators which determine whether the user qualifies for the multivariate testing
Timezone Offset	The difference between GMT (UTC) and the user's local time when an event originated, in minutes
Topic	Topic Name where Events are consumed
Topic Event ID	The Identifier of a Click Event assigned by MetricsKit for technical purposes
TV Provider Apps	The third party brands available though the TV App that are installed on the user's device
Type	The type of event action
User Actions	A set of user actions (e.g., click target, result, reason of the result, and server response time)
User Agent	Information about the user's device, including the operating system and browser, from which an action was completed
Vertical Shelf ID	Identifier of the vertical shelf reordering generated by recommendation team
Visit End Time	The date on which the user session was ended
Visit ID	A unique ID associated to the user session
Visit Start Time	The start time of the user session
Window Inner Height Pixel	App viewport height, in pixels

Field Name	Details
Window Inner Width Pixel	App viewport width, in pixels
Window Outer Height Pixel	Height of containing window, (encompassing app viewport as well as window chrome, status bars, etc.), in pixels
Window Outer Width Pixel	Width of containing window, (encompassing app viewport as well as window chrome, status bars, etc.), in pixels